

Man 605: Qualitative Research

Nature and Purpose of the Course:

This seminar introduces students to the design, conduct, evaluation, and presentation of qualitative research. Key topics include issues of methodological “quality” and ethics; the role of theory and research questions in the choice of methodology; and the philosophical and epistemological underpinnings of methodology. The main aim is to familiarize students with the methods so that they themselves can carry it out in their own scholarly research. Assignments and a term project provide practice in research design and data collection, analysis, and presentation. Thus, the role of various creative skills, including oral and written skills, in gathering, interpreting, and reporting on qualitative data is also emphasized.

Learning goals are:

1. Constructing a viable interpretive study design
2. Collecting rich and insightful data using a variety of methods
3. Analyzing and interpreting qualitative data
4. Employing ethical and effective field practices
5. Evaluating the quality (trustworthiness and dependability) of a study
6. Grasping the epistemological bases of qualitative research
7. Grasping the interrelatedness of theory and methodology
8. Writing proposals and writing for publication

Students will be active participants in guided activities, such as data analysis and other exercises. Thus, the seminar also offers possibilities for young researchers to learn from each other, to explore new avenues of thinking, to learn collectively and to exchange ideas in a very active and stimulating way as students present and discuss their research and the readings.

Students are encouraged to develop research proposals relevant to their dissertation or other projects of interest.

Grading

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| 20% | Class Participation |
| 5% | Short Essay on the Readings |
| 5% | Critique Essay |
| 45% | Five Short Research Reports: Data Collection and Analysis Projects |
| 25% | Thesis (research methodology) Proposal, Oral and Written Presentation |

Texts and Other Readings

Required

1. Coffey, Amanda and Paul Atkinson, 1996, *Making Sense of Qualitative Data*, Sage
2. Emerson, Robert, Fretz, Rachel, and Linda Shaw, 1995, *Writing ethnographic fieldnotes*, University of Chicago Press
3. Mason, Jennifer, 2002, *Qualitative Researching*, 2nd ed., London: Sage
4. Maxwell, Joseph A., 1996, *Qualitative Research Design*, Thousand Oaks, Sage
5. McCracken, Grant, 1988, *The Long Interview*, Qualitative Research Methods Series 13, Newbury Park, CA: Sage
6. Moisander, Johanna and Anu Valtonen, 2006, *Qualitative Marketing Research: A Cultural Approach*, Sage

Recommended (on reserve in the library)

1. Agar, Michael, 1986, *Speaking of Ethnography*, Sage
2. Berg, Bruce 2004, *Qualitative Research Methods*, 5th ed., Boston: Pearson/Allyn & Bacon.
3. Collier, John, Jr. and Malcolm Collier, 1986, *Visual Anthropology*, University of New Mexico Press
4. Fetterman, David, 1998, *Ethnography*, 2nd ed, Sage
5. Morgan, David L, 1988, *Focus Groups as Qualitative Research*, Qualitative Research Methods Series 16, Newbury Park, CA: Sage
6. Riessman, Catherine Kohler (1993), *Narrative Analysis*, Qualitative Research Methods Series 30, Newbury Park, CA: Sage
7. Rose, Gillian, 2001, *Visual Methodologies*, Sage
8. Silverman, David, 2005, *Doing Qualitative Research*, 2nd ed., Sage

Recommended books on foundations

1. Berger, Peter L. and Thomas Luckmann, 1967, *The Social Construction of Reality*
2. Geertz, Clifford, 1973, *Interpretation of Cultures*, New York: Basic Books
3. Hughes, John A. and Wes Sharrock, 1997, *The Philosophy of Social Research*, 3rd ed., Essex: Addison Wesley Longman
4. Kuhn, Thomas, 1970, *The Structure of Scientific Revolutions*, 2nd ed., University of Chicago Press
5. Berger, John, 1972, *Ways of Seeing*, Penguin

Recommended classics

1. Denzin, Norman K. and Yvonna S. Lincoln, eds., 1994, *Handbook of Qualitative Research*, Thousand Oaks, CA: Sage
2. Erlandson, David, E. Harris, B. Skipper, and S. Allen, 1993, *Doing Naturalistic Inquiry: A Guide to Methods*, Sage
3. Miles, Matthew B. and A. Michael Huberman, 1994, *Qualitative Data Analysis*, 2nd ed., Thousand Oaks, CA: Sage
4. Strauss, Anselm and Juliet Corbin, 1990, *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*, Newbury Park, CA: Sage
5. Spradley, James, 1979, *The Ethnographic Interview*, USA Wadsworth Group/Thomas Learning
6. Spradley, James, 1980, *Participant Observation*, New York: Holt, Rinehart and Winston.
7. Van Maanen, John, 1988, *Tales of the Field: On Writing Ethnography*, Chicago: University of Chicago Press

Activities and Assignments

Class Participation (20%): The class relies on discussions of the readings and each other's presentations. You are expected to have read and thought about the readings *prior to* class and to come to class prepared to discuss. Both the quality and frequency of participation are important.

One Short Essay on the Readings (5%): 2 page written paper with a 5-10 min. oral presentation. You will **choose one** of the following topics (each topic must be covered by at least two students) and present on the specific due date:

1. The relationship between theory and method. Due: Week 3 (6 Oct)
2. Comparison and evaluation of emic and etic approaches. Due: Week 9 (17 Nov)

Critique Essay (5%): You will evaluate the worth of a scientific article, with a focus on methodology. 1-2 page written report & 5 min. oral presentation. Referring to the readings regarding criteria of goodness and/or quality of research, evaluate any ONE of the following: Diamond et al, 2009, OR Wallendorf & Arnould 1991 OR Belk, Ger, Askegaard, 2003 OR Sandıkcı & Ger. Due: Week 4 (13 Oct)

Five Short Research Reports (45%): The project will entail data collection and/or analysis and reflection/discussion of the data as well as the process of collecting the data in light of the readings for a particular week. You will discuss their findings/insights/questions along with their experience in the field.

You will work in a team, with a buddy or two, depending on class size. You will use each other as a consultant or supervisor. For some tasks/assignments you will turn in one team report, for others each of you will submit your own, individual reports.

Class research topic: Consumer practices that produce and manage garbage: how do people throw things away? At home, in parks, on the street, in malls, etc.? Any recycling? What things are considered to be possible to be recycled and what not and why? How are dirt and waste regarded? How do the street garbage sorters and collectors work?

The research tasks/assignments are (Make sure you do the readings of the week first!!):

1. Historical, material, internet sources* (textual and visual) and notes: team report summarizing key insights, key questions. 5 points
2. Observation & field notes: team report summarizing key insights, key questions. 10 points
3. 2 interviews by each student, with projectives or other photo-elicitation techniques, with transcriptions: work with you buddy(ies), but submit individual reports summarizing key insights, key questions (two reports, one for each interview). 15 points
4. Focus group & transcription: one team will run one focus group and submit the team report summarizing key insights, key questions. 5 points
5. Overall analysis/interpretation based on all the data collected: team report of all of the findings, conclusions, implications, research suggestions. 10 points

Plus, you will do introspection & reflection and turn in a file of visuals* (soft or hard). These activities will count towards participation.

*Keep an archive of textual & visual materials throughout the term; turn it in at Week 14.

Thesis Proposal (25%): You will design a study – a plan of data collection and analysis (you will NOT do the study). This proposal will be presented orally in class and with a written report.

Equipment: voice recorder, camera/video camera, computer; eyes, ears, nose, brains, feelings ☺

SCHEDULE, TOPICS, AND ASSIGNMENTS

Week 1 (15 Sept): Introduction

Readings:

1. Textbook: Moisander & Valtonen 2006 “The cultural turn in marketing” 1-20
2. Levy, 2006, “History of qualitative research methods in marketing,” in Belk, ed. *Handbook of Qualitative Research Methods in Marketing*, 3-16.
3. Levy, 2005, “The Evolution of Qualitative Research in CB,” *JBR*
4. Becker, H. 1993, “How I learned what a crock was,” *J of Contemporary Ethnography*, 22 (1), 28-35
5. Diamond et al, 2009, “American Girl and the Brand Gestalt,” *J of Marketing*, 73 (May), 118-134

Readings for Week 1 and then each and every week of the course:

1. Venkatesh’s Guidebook
2. Silverman, 2005, “Glossary,” 377-380
3. Locke, Silverman, Spirduso, 1998, “Reading Critically,” in: *Reading and Understanding Research*, 146-191
4. Silverman, 2005 “Writing a research proposal” in: *Doing Qualitative Research*, 139-146
5. Textbook: Mason 2002, “Appendix: Difficult questions for qualitative research,” 205-212
6. Textbook: Maxwell, 99-137

Substantive articles that we will use throughout the semester

1. Douny, 2007 “The materiality of domestic waste,” *J of Material Culture*, 12 (3), 309-331
2. Diamond et al, 2009 “American Girl & the Brand Gestalt,” *J of Marketing*, 73, 118-134
3. Wallendorf & Arnould 1991 “Consumption Rituals of Thanksgiving Day,” *J of Consumer Research (JCR)*, 18 (June), 13-31
4. Belk, Ger, and Askegaard, 2003 “The Fire of Desire,” *JCR*, 30 (3), 326-351
5. Sandıkcı & Ger, Veiling in Style, conditionally accepted, *JCR*.

Week 2 (29 Sept): The Nature of Qualitative Research

Readings:

1. Text: Mason, 2002, "Intro" and "Finding a focus," 1-9, 13-23
2. Creswell 1998, "Five philosophical assumptions," 74-78
3. Guba & Lincoln 1994, "Competing paradigms in qualitative research, in: Denzin and Lincoln, *Handbook of Qualitative Research*, 105-117.
4. Hudson & Ozanne 1988, "Alternative Ways of Seeking Knowledge in Consumer Research," *Journal of Consumer Research*, 14 (March), 508-521
5. Thompson, Locander, Pollio, 1989, "Putting Consumer Experience Back into Consumer Research," *Journal of Consumer Research*, 16 (September), 133-146
6. Anderson, 1983, "Marketing, Scientific Progress, & Scientific Method," *J of Marketing*, 47(Fall), 18-31
7. Anderson, 1986, "On Method in Consumer Research" *J of Consumer Research*, 13 (Sept), 155-173
8. Goulding, C., 2003, "Grounded Theory, Ethnography, and Phenomenology," *European J or Marketing*, 39 (3/4), 294-308

Recommended:

1. Arndt, 1985, "On Making Marketing Science more Scientific," *J of Marketing*, 49 (Summer), 11-23
2. Morgan and Smircich, 1980, "The case for qualitative research" *Academy of Management Review*, 5 (4), 491-500
3. Campbell, D.T. 1975, "'Degrees of Freedom' and the Case Study," *Comparative Political Studies*, 8 (2), 178-193.
4. Foxall, G. 1995, "Positivism and pluralism in consumer research," *European Journal of Marketing*, 29 (9), 10-18 (a section of the full article)
5. Hirschman, E.C., 1986, "Humanistic Inquiry in Marketing Research: Philosophy, Method and Criteria," *Journal of Marketing Research*, 23 (August), 237-249

One-page discussion essay: How scientific is qualitative research? (counts towards participation)

Week 3 (6 Oct): The Theory-Method Link

Readings:

1. Textbook: Moisander & Valtonen 2006 "Evaluating cultural research" 21-41
2. Zaltman, Lemasters, and Heffring, 1982, "Being Interesting" in: *Theory Construction in Marketing*, Zaltman, Lemasters, and Heffring, 25-44
3. Sutton & Staw "What Theory is Not", Weick "What Theory is Not, Theorizing Is", P. DiMaggio "Comments on What Theory is Not", 1995, *Administrative Science Quarterly*, 40, 371-397
4. Whetten, 1989, "What Constitutes a Theoretical Contribution?," *Academy of Management Review*, 14 (4), 490-495
5. Arnould and Price, 2006 "Making contexts matter: Selecting research contexts for theoretical insights," in Belk, *Handbook of Qualitative Research Methods in Marketing*, 106-125.
6. Denzin, N.K., 1969, "Symbolic Interactionism and Ethnomethodology: A Proposed Synthesis," *American Sociological Review*, 34 (6), 922-934
7. Hammersley, 1989 "The problem of the concept: Herbert Blumer on the relationship between concepts and data," *J of Contemporary Ethnography*, 18 (2), 133-159.
8. Sandıkcı & Ger, Veiling in Style, conditionally accepted, *J of Consumer Research*.

Recommended: Silverman, 2005, *Doing Qualitative Research*, 17-42 & 95-108

1st Essay on Readings: What is theory? What is a theoretical contribution? What is the link between theory and method? Focus especially (but not solely) on the first 7 readings; work with one of the 5 substantive articles as a research example. 5 points.

Week 4 (13 Oct): Designing the Study & Quality of Interpretive Research

Readings:

1. Textbook: Mason 2002 “Designing,” “Sampling,” 24-47, 120-144 [and review 205-212]
2. Textbook: Maxwell (all)
3. Textbook: Moisander & Valtonen 2006 “Evaluating cultural research” 21-41
4. Kuzel, 1992 “Sampling in Qualitative Inquiry,” in Crabtree & Miller, eds., *Doing Qualitative Research*, 31-44
5. Wallendorf & Belk, 1989, “Assessing Trustworthiness,” in: *Interpretive Consumer Research*, E. Hirschman, ed., 69-84
6. Sanjek, R., 1990, “On Ethnographic Validity,” in: *Field Notes: The Makings of Anthropology*, R. Sanjek, ed., 385-418
7. Miller and Fredericks, 1996, “Assessing Qualitative Studies” (sample studies) in: *Qualitative research methods: Social epistemology and practical inquiry*, 53-67
8. Berg, 2004, “Framing Research Problems,” “Operationalization and conceptualization,” and “Ethical issues,” (sections), in: *Qualitative Research Methods for Social Sciences*, 28-31, 43-71.

Recommended:

1. Ger and Sandikci, 2006, “Doing research on sensitive topics,” in Belk, *Handbook of Qualitative Research Methods in Marketing*, 509-520
2. Silverman, 2005, “Selecting a Case,” and “Quality in qualitative research,” in: *Doing Qualitative Research*, 125-138 and 209-244
3. Creswell, 1998, “Introducing and focusing the study,” and the table titled “Field Issues,” 93-107, 131-132
4. Janesick 1994, “The dance of qualitative research design,” in: Denzin and Lincoln, *Handbook of Qualitative Research*, 209-219

Critique Essay: Referring to the above readings, evaluate any ONE of the substantive articles - Oral & Written Presentation. 5 points.

Week 5 (20 Oct): Ethnography

Readings:

1. Text: Moisander & Valtonen 2006 “Ethnographies” 45-67
2. Text: Mason 2002 “Data sources, methods, approaches,” 51-61 [review 205-212]
3. Geertz, 1973, “Thick Description,” in: *Interpretation of Cultures*, Geertz, 3-30
4. Gould, 2006 “Unpacking the many faces of introspective consciousness,” in Belk, *Handbook of Qualitative Research Methods in Marketing*, 186-197
5. Arnould and Wallendorf 1994, “Market-Oriented Ethnography,” *Journal of Marketing Research*, 31 (November), 484-504
6. Wallendorf & Arnould 1991 “Consumption Rituals of Thanksgiving Day,” *Journal of Consumer Research*, 18 (June), 13-31
7. Douny, 2007 “The materiality of domestic waste,” *J of Material Culture*, 12 (3), 309-331

Review: Venkatesh’s Guidebook

Recommended:

1. Kjeldgaard, Csaba and Ger, 2006 "Grasping the global: multi-sited ethnographic market studies," in Belk, *Handbook of Qualitative Research Methods in Marketing*, 521-533
2. Marcus 1986, "Contemporary problems of ethnography," in: Clifford & Marcus, 165-193
3. Agar, Michael, 1986, *Speaking of Ethnography*, Sage

Research Exercise: Introspection & Reflexivity (individual): Do introspection & provide your notes in an appendix. Discuss your thoughts on introspection & reflexivity: How would you enhance your reflexivity? Check the internet for other exercises. (Counts towards participation)

Week 6 (27 Oct): Data Collection: Historical, Archival, Material, Internet Accounts

Readings:

1. Berg, 2004, "Unobtrusive measures in research," in: *Qualitative Research Methods for Social Sciences*, 209-231
2. Tuchman, 1994, "Historical Social Science," in: Denzin & Lincoln, *Handbook of Qualitative Research*, 306-323
3. Hodder, 1994 "The interpretation of documents and material culture," in: Denzin & Lincoln, *Handbook of Qualitative Research*, 393-402
4. Rosaldo, Renato (1986) "From the door of his tent: the fieldworker and the inquisitor," in Clifford & Marcus, eds., *Writing culture: The poetics and politics of ethnography*, 77-97
5. Karababa & Ger, in progress.

1st Research Report: Historical, material, internet sources (textual and visual) and notes: team report summarizing key insights, key questions - Oral & Written Presentation. 5 points

Week 7 (3 Nov): Data Collection: Visual Data (images)

Readings:

1. Textbook: Moisander & Valtonen 2006 "Visual materials and methods" 84-98
2. Textbook: Mason 2002 "Visual Methods," 103-119
3. Heisley and Levy, 1991, "Autodriving," *J of Consumer Research*, 18 (3), 257-272
4. Collier and Collier, 1986, "Cultural inventory," "Photographing," and "Principles of visual research," in: *Visual Anthropology*, 45-64, 77-98, 161-206
5. Rose, 2001, *Visual Methodologies*, 5-32, 54-99, 135-186
6. Sherry, "I'm an American Girl," video

Recommended:

1. Harper 1988, "Visual Sociology"

Review for writing your proposal:

1. Venkatesh's Guidebook
2. Silverman, 2005, "Glossary," 377-380
3. Silverman, 2005 "Writing a research proposal" in: *Doing Qualitative Research*, 139-146
4. Textbook: Mason 2002, "Appendix: Difficult questions for qualitative research," 205-212
5. Textbook: Maxwell, 99-137

Research exercise: Bring a file of visuals, produced by others or your own (soft or hard). Be prepared to relate your images to the readings.

Thesis Proposal First Version Due -- Oral & Written Presentation (≈3 pp)

Week 8 (10 Nov): Data Collection: Observation (people & spaces)

Readings:

1. Textbook: Emerson, Fretz, Shaw, 1995, 1-141
2. Textbook: Mason 2002, "Observing and participating," 84-102
3. Goffman, E, 1989, "On Fieldwork," *J of Contemporary Ethnography*, 18 (2), 123-132.
4. Adler and Adler, 1994, "Observational Techniques," in: Denzin & Lincoln, *Handbook of Qualitative Research*, 377-392
5. Brannen, 1992, "Bwana Mickey," in: *Re-Made in Japan*, J.J. Tobin, ed., 216-234

Review: Venkatesh's Guidebook

Recommended:

1. Clough, 1992, "Herbert Blumer: A methodology for writing observation," in: *The End(s) of Ethnography*, 29-45
2. Erlandson, Harris, Skipper, Allen, 1993, The section on Observation, Documents, Artifacts, in: *Doing Naturalistic Inquiry*, 94-109
3. Ger and Belk 1996, "I'd Like to Buy the World a Coke"

2nd Research Report: Observation with field notes: team report summarizing key insights, key questions - Oral & Written Presentation. 10 points

Week 9 (17 Nov): Data Collection: Projective Techniques

Readings:

1. Rook, 1988, "Researching Consumer Fantasy," in: *Research in Consumer Behavior*, Vol.3, Hirschman and Sheth, eds., 247-270
2. Rook, 2006, "Let's pretend: Projective methods reconsidered," in Belk, *Handbook of Qualitative Research Methods in Marketing*, 143-155
3. Branthwaite & Lunn 1985, "Projective Techniques in Social and Marketing Research," in: *Applied Qualitative Research*, R. Walker, ed., 101-121
4. Levy, 1986 "Dreams, Fairy Tales, Animals & Cars," *Psych. & Marketing*, 2 (2), 67-81
5. Zaltman & Coulter 1995, "Seeing the Voice of the Customer," *J of Advertising Research*, 35 (July/August), 35-51
6. Belk, Ger, and Askegaard, 2003, "The Fire of Desire," *J of Con. Res.*, 30 (3), 326-351

2nd Essay on the Readings: Comparison and evaluation of emic and etic approaches - Oral & Written Presentation. 5 points.

Week 10 (24 Nov): Data Collection: Interviewing & Focus Groups

Readings:

1. Textbook: McCracken, 1988 *Long Interview*
2. Textbook: Moisander & Valtonen 2006 "Cultural texts and talk" 68-83
3. Textbook: Mason 2002, "Interviewing," 62-83
4. Wengraf, 1990, "Documenting domestic culture by ethnographic interview," in: *Household Choices*, Newton and Putnam, eds., 129-137
5. Catterall and Maclaran, 2006 "Focus groups in marketing research," in Belk, 255-267
6. Miller 1998, *A Theory of Shopping*, pp.1-72 or Thompson??

Review: Venkatesh's Guidebook

Recommended: Silverman, 2005, section on "Transcripts," and appendix on "Transcription symbols," in: *Doing Qualitative Research*, pp. 163-168 and p. 376.

3rd Research Report: 1st interview (with projectives) -- Oral & Written Presentation

Week 11 (1 Dec): Analysis and Interpretation of Data I

Readings:

1. Textbook: Moisander & Valtonen 2006 “Interpretation,” “Analysis in practice,” and “Criteria for good cultural analysis,” 101-124 & 125-146 & 147-154
2. Textbook: Emerson, Fretz & Shaw, 1995, 142-216
3. Textbook: Mason 2002, “Organizing and Indexing,” 147-172
4. Textbook: Coffey and Atkinson 1996, “Varieties of data & analysis” and “Concepts and coding,” 1-53
5. Collier & Collier, 1986 “Analysis of still & moving images,” in: *Visual Anthropology*, 175-184
6. Silverman, 2005 “Beginning data analysis” and “Developing data analysis,” in: *Doing Qualitative Research*, 149-187

Review

1. Rose, 2001, *Visual Methodologies*, 54-99, 135-186
2. McCracken 1988
3. Arnould and Wallendorf 1994, “Market-Oriented Ethnography”
4. Venkatesh’s Guidebook

Recommended:

1. Agar, 1986, *Speaking of Ethnography*
2. Creswell, 1998, “Data analysis and representation,” 139-166

3rd Research Report: 2nd interview (with projectives) -- Oral & Written Presentation. Together with the 1st one, 15 points.

Substantive articles we will use during Weeks 11-14 with respect to analysis & interpretation are:

1. Wallendorf & Arnould 1991
2. Sandıkcı & Ger, forthcoming
3. Belk, Ger, and Askegaard, 2003
4. Diamond et al 2009

Week 12 (8 Dec): Analysis and Interpretation of Data II

Readings:

1. Coffey and Atkinson 1996, “Narratives and stories,” “Meanings & Metaphors,” 54-107
2. Reissman 1993, *Narrative Analysis* xxx? all?
3. Spiggle, 1994, “Analysis & Interpretation of Qualitative Data in Consumer Research,” *Journal of Consumer Research*, 21 (3), 491-503
4. Strauss and Corbin, 1990, “Coding Procedures,” in: *Basics of Qualitative Research: Grounded Theory Procedures and Techniques*, 57-194
5. Patton 1990, “Analysis, interpretation and reporting,” in: *Qualitative Evaluation and Research Methods*, 369-436
6. Lincoln and Guba 1985 “Processing naturalistically obtained data,” in: *Naturalistic Inquiry*, 332-356

Recommended: Manning and Cullum-Swan, 1994, “Narrative, Content and Semiotic Analysis,” in: Denzin & Lincoln 1994, *Handbook of Qualitative Research*, 463-477

4th Research Report: Focus group & transcription: one team will run one focus group and submit the team report summarizing key insights, key questions. 5 points

Week 13 (15 Dec): Analysis and Interpretation of Data III

Readings:

1. Coffey & Atkinson 1996 "Beyond data" and "Computer-aided analysis," 139-188
2. Mason 2002, "Making convincing arguments," 173-204 [AND, review 205-212]
3. Huberman & Miles, 1994, "Data Management and Analysis Methods," in: Denzin & Lincoln 1994, *Handbook of Qualitative Research*, 428-444
4. Miles & Huberman, 1994, "Matrix displays" and "Making good sense, (section)" in: *Qualitative Data Analysis*, 239-244, 245-276

Recommended:

1. Agar, 1986, *Speaking of Ethnography*
2. Feldman 1995
3. Silverman, 1993, "Six Rules of Qualitative Research," in: *Interpreting Qualitative Data*, 196-211

5th Research Report: Analysis/Interpretation, first try -- Oral & Written Presentation (individual)

Week 14 (22 Dec): Writing & Defending/Convincing [review relevant course material!]

Readings:

1. Textbook: Moisander & Valtonen 2006 "Writing" & "Defending your research report," 155-184 & 185-211
2. Textbook: Coffey & Atkinson 1996, "Writing and presentation," 108-138
3. Becker, *Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article*, 1-25
4. Silverman, 2005 "Getting published," in: *Doing Qualitative Research*, 355-370
5. Sawyer, 1988 (Fall), "How to Write a Painful Marketing Manuscript," *Journal of Marketing Education*, 49-53
6. Holbrook, 1986 (July), "A Note on Sadomasochism in the Review Process," *Journal of Marketing*, 104-108

Recommended:

1. Fischer & Otnes, 2006 "Breaking new ground: Developing grounded theories," in Belk, *Handbook of Qualitative Research Methods in Marketing*, 19-30
2. Elbow, 1998, *Writing with Power*, Oxford: Oxford Univ Press

5th Research Report: Analysis/Interpretation -- Oral & Written Presentation. Analysis & interpretation based on ALL the data collected. Team report of all of the findings, conclusions, implications, research suggestions. 10 points

Also, turn in your personal archive of textual & visual materials.

Final Exam Week: Thesis Proposal: A study design, a plan of data collection and analysis (you will NOT do the study). Oral & Written Report.

Suggestions on writing article critiques

1. Consider the limitations and the strengths of the methodology
2. What did the reading make you think? What are your questions? Is there anything that you disagree with in the author's arguments? Reflect critically on these in light of this particular and previous readings. Critically reflect on your own thoughts and criticisms; think through them. Then, articulate, elaborate, illustrate your **own argument convincingly.**
3. What did you learn? Any new insights? What changed (if anything) in your own thinking? Is there something new that you now see/understand that you never saw/understood before?
4. What are the implications for you as a researcher? What are the implications for your own field, your research area?
5. Use proper referencing and citing formats: both for citing in the body of the paper and listing as references at the end of the paper.

Typical Journal Submission Review Criteria

1. Importance of the topic to the field (of the journal)
2. Quality of writing and other presentations (tables, figures, exhibits)
3. Conceptual rigor (clarity of objectives, treatment of relevant literature, logical reasoning)
4. Methodological rigor (research design, sampling, data collection/analyses)
5. General discussion and conclusions (implications, limitations, future research)